

Western Kentucky University TopSCHOLAR®

Student Organizations

WKU Archives Records

Spring 1981

UA68/13/5 The Fourth Estate, Vol. 5, No. 2

Sigma Delta Chi

Follow this and additional works at: http://digitalcommons.wku.edu/stu_org



Part of the [Journalism Studies Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

Sigma Delta Chi, "UA68/13/5 The Fourth Estate, Vol. 5, No. 2" (1981). *Student Organizations*. Paper 145.
http://digitalcommons.wku.edu/stu_org/145

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in Student Organizations by an authorized administrator of TopSCHOLAR®. For more information, please contact connie.foster@wku.edu.

The Fourth Estate

Vol. 5, No. 2, Spring 1981, Journalism Department, Western Kentucky University, Bowling Green, Ky. 42101

WESTERN KENTUCKY UNIVERSITY
ARCHIVES



—Todd Buchanan

David Hawpe, managing editor of The Courier-Journal speaks to a group of journalists. He suggested they write with a point of view.

Hawpe encourages 'great writing,' color

By ERICA SMITH

David Hawpe, managing editor of The Courier-Journal, is bullish on journalism with a point of view and writing with a passionate commitment to readers and society as a whole.

Hawpe spoke to The Society of Professional Journalists, Sigma Delta Chi, recently. He defined "great writing" and outlined the differences in the writing of journalists who are products of the 1960's and those who came out of the 1970's.

"Even when you know it when you see it, great writing is difficult to define," Hawpe said, but said it is marked by "clarity, economy and energy."

However, he said, it also usually has "something special," which could be what he termed a surprising analogy, a whimsical piece of understatement, a riveting insight, a compelling allusion, or a telling description.

Hawpe said the things that make writing special often come from the writer's experiences.

"Great writers listen, and they watch, and they absorb, and they open themselves to the

world around them," he said. "They are collectors of words and images and patterns. They are conservators of experience."

Hawpe believes newspapers — and the reporters who write for them — are changing. "For the past decade, newsrooms have been dominated by a particular group of people" — a young group from the '60's.

Hawpe described these journalists as being good conservators of experience. They come from a "very special environment," bringing with them an "extraordinary bunch of images" from "one of the most extraordinary periods of American history."

Hawpe said, "The great journalist is the one who has the commitment to investigate thoroughly, the wisdom to organize the facts fairly, and (especially) the courage to arrive at a point of view."

Hawpe advises journalists to report the facts in a way that will make clear that they have a point of view about what they're reporting. "Saying a lot of

—continued to page 4—

Jailed: Students look at the 'real world'

Every semester Jim Highland sends his students to jail.

They go through the police department, courts, and city hall. They even see the city commission and fiscal court in action.

But the students are in journalism and are learning about local government through Highland's public affairs reporting class.

"This class gives you a sense of feeling of what the real world is all about," the associate

professor said. "The real world is the Warren County jail with 90 people locked up in it; the real world is a county sheriff who is a lot country and a man who makes mistakes."

Students in the class write news stories about some of their field trips and are required to write 10 out-of-class feature stories.

"I thought the jail was especially interesting," Rick Redding, a junior public relations major from Louisville,

said. He said the trips provided an experience reporters couldn't learn in a classroom.

"These trips represent areas people will be covering working for a newspaper," Highland said.

"Western is one of the few schools that is putting students out on the streets to give them a sense of what public affairs is all about," he said.

The class focuses on local Kentucky legislative and judicial systems, but students

also learn a little about other city-county governments and the federal courts. Highland said there might be a slight disadvantage for out-of-state students, but many Western journalism students get jobs in Kentucky.

Marian Kirtley liked her day in circuit court the best.

"What impressed me most was the way lawyers play," the junior public relations major from Bardstown said. "Each

—continued to page 4—



Photographer Mark Lyons asks a student how she would handle a photo assignment.

—Mike Collins

Press Day provides learning experience

The high school students spent all day milling around Western's university center, checking out the bookstore, the grill and the plentiful candy counter.

For some, the day was a break from the drudgery of school.

But for others, it was an opportunity to learn first hand how Western prepares its students for a career in publications.

The eighth annual High School Press Day was held Friday, Oct. 17, with nearly 500 high school students participating. Students were invited from high schools in Kentucky, Tennessee and Indiana.

Beginning at 9:15 a.m., sessions were held throughout the day on several topics, including interviewing, feature writing, advertising, layout and photography. The program focused on newspapers and yearbooks.

Sessions were conducted by journalism faculty, staff members from the College Heights Herald and reporters from the Park City Daily News in Bowling Green.

Daily News reporter Judy Wildman, a Western graduate who now teaches part-time, taught a feature writing session for the press day.

Wildman said she went to a small high school where nobody knew much about journalism. "Workshops were the only way we knew about newspaper work," she said, adding that she was glad to be able to help high school students.

Senior Alan Chitlik, editor of the Atherton High School paper in Louisville, and Susan Brothers, advertising manager for the paper, said they learned a lot from the press day workshops.

"I think we have a good paper, but we have a lot of mistakes," Brothers said. "I think our advertising will improve now."

Institutional membership passed

By ELLEN BANAHAN
and ERICA SMITH

The 10 Western students who attended last November's Sigma Delta Chi national convention in Columbus, Ohio, spent a lot of their time campaigning against a bylaws amendment proposal to assess \$10 yearly dues for student members beginning in 1983.

This proposal was the major topic of debate at the convention, but despite the controversy and the efforts to persuade the professional and student chapter delegates to vote either for or against the proposal, it was tabled because of time limitations until this November's convention in Washington, D.C.

At a Region 5 meeting, Casey Burko, region director, had said that the current student \$27.50 initiation fee, which covers the entire college membership, fails to pay for the society's student services by as much as 30 percent. But students argued that campus chapters often provide a journalist's first exposure to the society, and that

many students continue their membership after beginning professional careers.

However, Western's members who went to the national convention believe they didn't lose because the measure was tabled for later consideration and wasn't passed — which would give its opponents extra time to work on their campaign.

Burko pointed out that the society is looking at several budget-balancing ideas that would be alternatives to the \$10 yearly dues proposal.

Jim Highland, Western's chapter adviser, said he had anticipated the dues controversy because the regional committee, of which he was a member during the past year, had proposed alternatives to a student dues increase.

One option was the institutional membership, which would allow colleges, universities and professional organizations to join SPJSDX for a yearly fee paid by the institution. All journalism faculty and employees would then be members, and would be allowed to participate in the

organization, which might be denied to them otherwise.

The institutional membership proposal was introduced at the convention and passed as an amendment to the bylaws rather than as an alternative to a student dues increase.

On the final day of nominations, Margaret Shirley, a senior journalism major from Bliss and editor of the College

Heights Herald, was nominated for and won her campaign for regional campus board representative. And Brian Foote, a sophomore broadcasting major from Louisville, placed third overall and second among student participants in the organization's "Run for the First," a race for freedom of information.

Internships announced

David T. Whitaker, a Bowling Green senior, has begun a three-month congressional internship in Washington, D.C. where he is serving on the staff of Rep. Bud Shuster, a Pennsylvania Republican, and on a congressional committee until April 30.

Whitaker was one of 15 journalism students chosen from 160 applicants nationwide to be a Sears Congressional Intern. The program began in 1969 to provide students with a first-hand knowledge of the legislative process.

Margaret Shirley, a senior from Bliss and a present Herald

editor, and Tommy George, a junior from Paducah, were two of 40 students chosen for newspaper-editing internships by The Newspaper Fund, an endowment financed by newspapers and wire services across the country.

Shirley will intern at the Washington Post in Washington D.C. and George will be with the Richmond Times-Dispatch in Richmond, Va. this summer.

The two will first attend a "crash" copy-editing course and then work on the copy desk of a major newspaper or wire service. They will also receive \$700 scholarships.



—Tresa Megenity

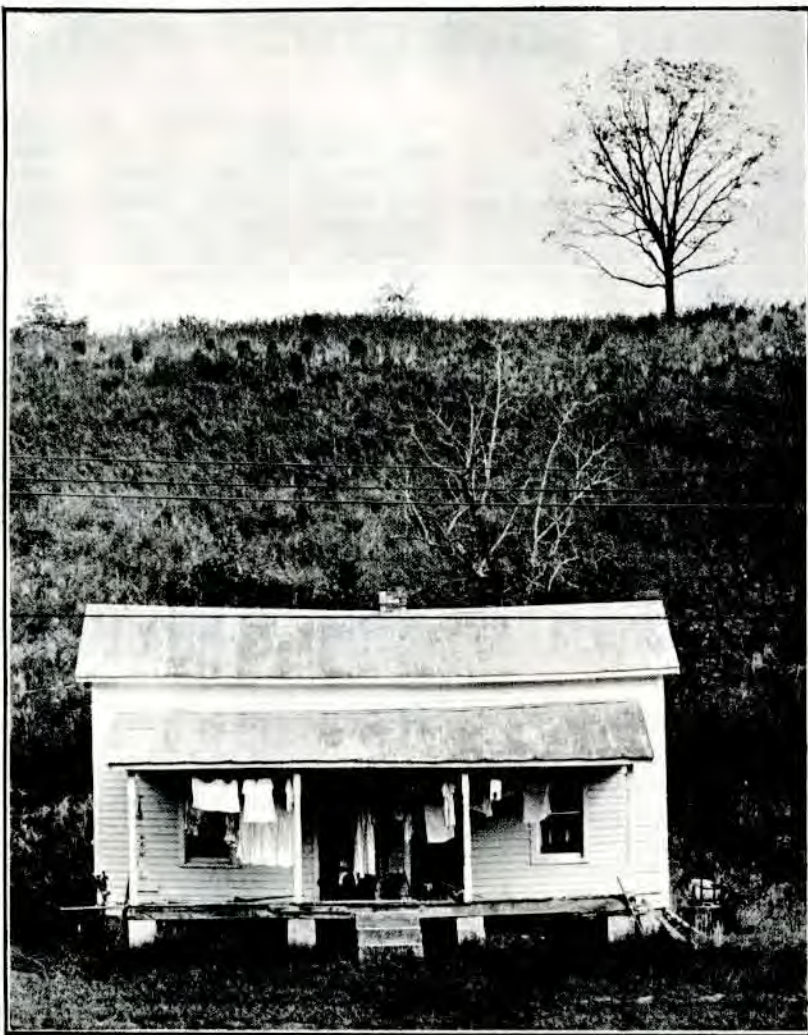
Burkesville: *Few places left like it*

Western's photojournalism class went to document the rural Kentucky town of Burkesville as part of an assignment for their class. Assignments were given to them by professional photographers acting as faculty after the students arrived.

Tresa Megenity found William and Dora Stockup resting on a bed during an auction. The couple has been married for 65 years.

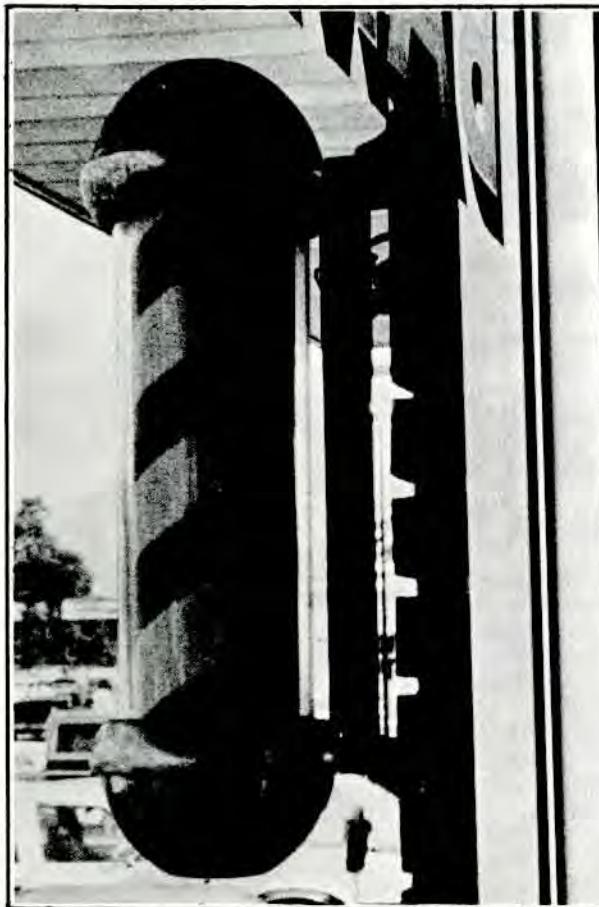
Theresa Montgomery felt that this humble home represented Cumberland County.

The town barber, Fred Lewis, was a little reluctant to have his picture taken, but Bob Skipper caught this photo of him in the doorway of his shop.



—Theresa Montgomery

—Bob Skipper



Editor says great writing is hard to define

—continued from page 1—

things to people without preaching, without writing an editorial: that's writing with a point of view, the kind of writing that's done by people who have a passionate commitment to serving the readers."

"Achieve the point of view with the facts — without ever attaching an adjective to it, without ever putting the word 'I' in the story, without ever intruding yourself other than in the selection of facts and arrangement of facts that will

communicate something to people," he said.

"There are dangers involved in a point of view," Hawpe emphasized. "And I'm convinced too that writing with a point of view has a price."

"There is a backlash from people who are upset, people who are stirred by this, people who are victimized, people who see others victimized and want to strike back at the press."

Hawpe believes Supreme Court decisions such as the Farber case in New Jersey "have compromised our ability to serve our readers." They

arose out of a "fear" and a "resentment" on the part of the Court, of journalism that had a point of view.

"They are part of a backlash, part of the price we have paid for the point of view that emerged from the 1960's," he said. "But I think also that we should persevere because I think...it's important to be passionate and brave and committed, and to practice journalism with a point of view."

"The Constitution permits us to be free to do that," he said, and added that "the Supreme Courts down through the years

have maintained their commitment to the mandate" set by the framers of the Constitution.

"Communication has to have a shape, and a point. You can't just communicate a mass of facts. They have to be organized, rationally, around some point of view," he said.

"I think point of view is a slant; that's why you have editors...to make sure that you don't lose perspective, that you don't run away from some points of view, that you don't abuse the privilege of writing with a point of view."

Students take a look at the 'real world'

—continued from page 1—

seemed to think it was a game, and they played to win."

By visiting the Warren County Jail, students could see the crowded conditions and talk to some prisoners. Of all the field trips, Highland said the jail trip has had the most impact on his students.

"I think they're a good learning experience. It's easier

when you see something rather than just talking about it," Terri Likens, a senior journalism major from Burlington, said.

"Being in with the prisoners, seeing how they're kept, that's something that most people don't ever get to face," she said.

But the students do get exposed to long meetings and tired lawmakers.

Chuck Clark didn't like one

trip because he couldn't understand the conversation. "Fiscal court—I thought it was a joke. They'd sit there and read the newspapers," Clark, a sophomore journalism major from Owensboro, said.

"One guy just sat there and didn't move through the whole thing," he said.

Highland also warned trial coverage could be boring. "It's not Perry Mason. It's slow,

cumbersome and dull," he said. "But, it's very interesting from the standpoint of being able to see the judicial system in action."

Clark discusses media power

By ERICA SMITH

Chris Clark doesn't underestimate the importance and the power of the television news media.

Clark, the vice president of news and public affairs at WTVF television in Nashville, spoke recently on "the nuts and bolts of television news" in a program sponsored jointly by the Western Kentucky University Broadcasting Association and the Western chapter of The Society of Professional Journalists, Sigma Delta Chi.

"Television news is very influential....Just by saying a story is important, we make it important," Clark said, citing as an example Walter Cronkite's development of the '70's Watergate break-in scandal into a "big story."

"The power of the media lies not in its power to persuade people but in setting the national agenda," he said.

Clark also said the television and print media are changing their approach to covering the news. Newspapers are now "throwing the inverted pyramid out" and "writing in a more conversational manner," he said.

And television news should be covered in essentially the same way, he said. TV news stories should be attractive, listenable and easy to understand; the television reporter must tackle the "really difficult task of

trying to get the news consumer to see what you say," he said.

Clark said television news must include all three characteristics; if it doesn't, he said, "there you go. You've got nothing."

Clark said part of the art of good newscasting is to talk normally and conversationally. "You don't have to sound like an announcer to be a very good one," he said. "One aspect of reporting television news that is overlooked...is to personalize the stories that you do," he said.

Wedding awarded POY

A former Western student, George Wedding, has been named Newspaper Photographer of the Year in the national Pictures of the Year competition.

Wedding also placed first in pictorial and third in spot news in other newspaper categories.

A photographer for the San Jose (Calif.) Mercury and News, Wedding won another POY honor, the World

Understanding Award, two years ago for a series on a young girl dying of cancer. He was then a staff photographer for the Palm Beach Post in West Palm Beach, Fla.

The annual POY awards competition is sponsored by the Columbia School of Journalism and National Press Photographers Association through a Nikon Inc. educational grant.

3/81/1.5M/J—The cost of printing this publication by Western Kentucky University paid from state funds KRS 57.375.

Non-Profit
Organization
U.S. Postage
Bulk Rate
Permit 398
Bowling Green, Ky. 42101

D3094